



July 16, 2006

Dear Exhibitor:

The Missouri Rural Health Association will host its annual conference, "Rural Health Disparities: Addressing the Needs of Rural Missouri", on October 2-3, 2006, at the Courtyard by Marriott in Columbia, Missouri. As exhibitors who have a vested interest in the health of our communities, we encourage you participate in this important event. We are estimating an attendance of **100** physicians, nurses, local public health agencies and clinics, trainers, dieticians, nutritionists, educational institutions, providers, and consumers. For your review, a draft agenda of the conference is attached.

The conference will provide you with an opportunity to have direct contact with the rural health community and ample time will be given for exhibitor viewing and for the opportunity to interact with providers. Please complete the attached registration form and return it to MRHA by **September 26, 2006**, if you intend to exhibit. The exhibit fee for the conference is \$275.00 per booth. Because exhibit space will be limited, we ask that you notify us of your intent to exhibit as soon as possible so we may reserve a table for you. **You may also maximize the exposure of your company by sponsoring the luncheon, speaker, reception, refreshment break or by donating a door prize.** Please contact Lisa DeSha at the MRHA Office (573) 636-5554 for additional information.

We encourage you to be at this important multi-state event! Exhibits will be held on Monday, October 2 through Tuesday, October 3. Set up times will begin at 7:00 a.m. on the 2nd with exhibits opening at 9:00 a.m. Exhibits may be dismantled after 11:00 a.m. on Tuesday.

Thank you very much for your support. We look forward to a mutually successful and productive conference.

Sincerely,

Lisa DeSha, Conference Planner
Missouri Rural Health Association

If you plan to exhibit, please make your hotel reservations early. Rooms are being held at the Courtyard by Marriott, Columbia, MO, at a rate of \$79.00 per night plus tax. Reservations must be made by September 11, 2006, in order to reserve at the group rate. Reservations are blocked under "MRHA" and can be made by calling 573-443-8000 or www.marriott.com. Requests received after September 11, 2006, will be based on availability at the hotel's prevailing rate.

Missouri Rural Health Association
2006 ANNUAL CONFERENCE
Exhibitor / Sponsor / Contributor Application

Company Name: _____

Address: _____

City/State/Zip: _____

Representative: _____

(Receives all correspondence)

Title: _____

Telephone: () _____ - _____ **ext:** _____ **Fax:** () _____ - _____

Email: _____

Representatives Attending:

_____ **Title:** _____

_____ **Title:** _____

Each sponsor, contributor and exhibitor will be mentioned in our program. Please provide a brief description of your group, product or service:

Exhibitor and Sponsorship Opportunities:

___ Meal Sponsor (\$2,500) ___ Break Sponsor (\$750) ___ Exhibitor (\$275)
___ Speaker Sponsor (\$1,000) ___ Contributor (\$500)

Amount Paid: \$ _____

Fee entitles each sponsor/exhibitor to receive one exhibit table, one complimentary conference registration with lunch, reception, breaks, conference packet, and acknowledgement in the conference materials. Upon completion, the conference agenda will be forwarded to you.*

** Exhibitors will be limited to table top displays only*

Deadline for this application is September 10, 2006. Refund requests made by 09/10/06 must be in writing to receive a refund of one-half of the total amount paid. No refunds will be made after September 10, 2006. Please mail this completed form along with a check made payable to: MRHA, P.O. Box 1681, Jefferson City, MO, 65102 or fax to: (573) 636-5554.

Payment Details:

___ MasterCard/VISA: Card Number: _____ - _____ - _____

Signature: _____

___ Check Enclosed

Monday, October 2, 2006

- 7:00 am – 8:00 am Exhibitor Setup
- 8:00 am – 9:00 am Registration/Exhibit Viewing
- 9:00 am – 10:00 am **Welcome and Opening Remarks**
Michael Prewitt, PhD, MRHA President
University of Missouri, Columbia, MO
- “Healthcare Resources and Funding”**
Dr. James Kimmey, President and CEO, MD, MPH
Missouri Foundation for Health, St. Louis, MO
- 10:00 am – 10:30 am Break/Exhibit Viewing
- 10:30 am – 12:00 pm **“No More Silos - Improving EMS Quality in Rural Missouri”**
Michael French, Director, Area Health Education Centers, Kirksville, MO
J. William Jermyn, DO, FACEP, EMS Medical Director
Missouri Department of Health and Senior Services, Jefferson City, MO
- 12:00 pm – 1:30 pm Lunch/Luncheon Speaker
“Building a Culture of Advocacy Around our Rural Values”
Hilda Heady, NRHA Past President, Vice-President for Rural Health
West Virginia University Health Sciences Center
Morgantown, WV
- 1:30 pm – 3:00 pm **“RUPRI and the Importance of Public Policy”**
Chuck Fluharty, Director, Rural Policy Research Institute
Columbia, MO
- State Rural Health Plan Briefing**
Michael Prewitt, PhD, University of Missouri Columbia
Wilbert Meyer, MPH, University of Missouri Columbia
- 3:00 pm – 3:15 pm Break/Exhibit Viewing
- 3:00 pm – 4:30 pm **“Challenges of Behavioral Healthcare”**
Bruce Horwitz, PhD, Director
University Behavioral Healthcare
Columbia, MO
- “Oral Healthcare”** (Concurrent B)
Karen Dent, CDA, EFDA, Program Coordinator
Oral Health Coalition— MPCA, Jefferson City, MO
- 4:30 pm – 5:30 pm MRHA Annual Meeting (**MRHA members only**)
- 5:30 pm – 6:30 pm Reception (Courtyard Lobby/Café Area)
- 6:30 pm – 7:30 pm MRHA Board Meeting (**Board Only**)
- Dinner on your own

Tuesday, October 3, 2006

7:00 am – 8:00 am	Breakfast
8:00 am – 9:30 am	“Tips for Writing Winning Grant Proposals” Mary Peterson, RN, BSN, Peterson and Associates, VanBuren, MO
9:30 am – 10:30 am	“Medicaid/MC+ - Advocacy and Reform” Joel Ferber, Managing Attorney (Not Confirmed) Legal Services of Eastern Missouri, St. Louis, MO
10:30 am – 11:00 am	Break/Exhibit Viewing
11:00 am – 12:00 am	“CMS Updates” Robert Epps, Rural Health Coordinator Centers for Medicare & Medicaid Services, Kansas City, MO
12:00 pm	Adjourn

Thank you for your participation at the MRHA Annual Conference!

REMINDER: Don't forget to submit your surveys and evaluation forms. You may also mail the forms to: MRHA, P.O. Box 1681, Jefferson City, MO 65102 or fax to (573) 636-5554.